



Jurnal Sastra Indonesia

<https://journal.unnes.ac.id/journals/jsi>



Directive Speech in TikTok *Live Commerce* Ahead of Eid al-Fitr: A Pragmatic Analysis of Promotional Language Strategies

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Article Info

Article History

Submitted February 21, 2026

Accepted June 22, 2026

Publish July 5, 2026

Keyword

pragmatic, directive speech, live commerce, TikTok, promotion strategy.

Abstract

The *live commerce* phenomenon on the TikTok platform is experiencing rapid growth, especially ahead of Eid al-Fitr, a period marked by increased promotional activity and public consumption. This study aims to describe the form of directive speech and promotional language strategies used in TikTok live broadcasts. The research uses a pragmatic approach with a qualitative descriptive method. The research data consisted of 33 speeches obtained from five live commerce sessions on the TikTok @elzattahijab account. The account was chosen purposively because it actively uses live commerce features to promote Muslim fashion products and demonstrates intensive interaction between hosts and audiences ahead of Eid al-Fitr. Data is collected through record, listen, and record techniques, then analyzed based on the context of its use. The results of the study show that directive speech is the dominant form of speech used in *live commerce activities*. Speech is realized in the forms of the imperative, interrogative, and declarative, which convey the intention of directing the audience to certain actions. In addition, various promotional language strategies were found to accompany directive speech actions, including urgency, social closeness, seasonal (Eid al-Fitr), and profit-based strategies. These findings show that directive speech actions and promotional language strategies support each other in building persuasive communication during live broadcasts. Thus, the use of language in *live commerce* not only serves to convey product information, but also serves as a means to build audience engagement and direct their actions in the context of digital promotion.

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DOI 10.15294/jsi.v15i2.49727

P ISSN: 2252-6315 E-ISSN: 2685-9599

INTRODUCTION

The development of *live commerce* on the TikTok platform has presented a new form of marketing communication that combines product promotion with direct interaction between sellers and audiences. In live broadcasts, hosts not only play the role of conveying information, but also as communicators who seek to influence the decisions of potential consumers through the use of language. Various speeches in the form of invitations, appeals, suggestions, and commands are used to direct the audience to see the product, interact during the broadcast, and make a purchase. This condition shows that language has a strategic role in building interest and encouraging audience action during the promotion process. This phenomenon makes directive speech as one of the important aspects to be studied in the context of *live commerce*. Through directive speech, hosts can direct audience behavior directly or indirectly by utilizing various promotional language strategies. Although much research has been done on digital marketing and consumer behavior, studies that specifically link the use of directive speech to promotional language strategies in TikTok's *live commerce* are still relatively limited. Therefore, this study was conducted to analyze the form of directive speech and promotional language strategies used in *live commerce* interactions so that it can provide a deeper understanding of the function of language as a means of persuasion in digital marketing.

In the retail industry, especially the fashion sector, verbal communication has a very important role. In contrast to conventional transactions that allow consumers to see and touch products directly, this *online/online* commerce relies entirely on visual and verbal representations. Therefore, sellers are required to be able to convey product information clearly while being able to build trust through effective communication strategies. Previous research has shown that sales success in *e-commerce* is greatly influenced by seller communication strategies, such as clarity of product descriptions, persuasive capabilities, and responsiveness to consumer needs. (Sumarlam, 2026)

Social media platforms such as TikTok are one of the main spaces for the development of *live commerce* practices. TikTok's popularity based on short video content and direct interaction makes it an effective medium for promotional and sales activities. According to reports from (McKinsey & Company, 2023) *live commerce*, it has a higher sales conversion rate than other digital marketing methods, because it is able to create a more personalized and interactive experience for consumers. This shows that direct interaction

between sellers and consumers is an important factor in building trust and driving purchase decisions. Furthermore, communication in *live commerce* not only functions as a means of conveying information, but also as a social action that has a specific purpose. In pragmatic studies, this is explained through speech theory which emphasizes that speech does not only convey meaning, but also performs actions (*speech as action*). Speech acts allow the speaker to influence the attitude and behavior of the speech partner through the language used. In this context, directive speech is one of the most relevant forms because it aims to encourage speech partners to take certain actions, such as buying products, following instructions, or responding to promotions offered. (Daulay et al., 2025)

In digital practice, especially on social media such as TikTok, directive speech acts appear in various flexible forms, such as commands, requests, questions, and suggestions. This variation can show that communication strategies in digital media are contextual and dynamic. Research on speech on TikTok shows that the directive form is often used to build interaction as well as direct audience actions, with communication styles influenced by social and cultural factors. This confirms that the use of language in social media is inseparable from the social context behind it. This phenomenon will be even more interesting when it is associated with seasonal moments such as ahead of Eid al-Fitr. At that time, people's consumption activities tended to increase significantly, especially for necessities such as clothing, food, and other supplies. This condition creates fiercer competition among business actors, so they need to optimize their communication strategies to attract consumers' attention. In these situations, the use of persuasive, responsive, and expressive language is key to influencing purchasing decisions quickly. (Sumarlam, 2026)

The study of the role of language in communication can be analyzed through a pragmatic perspective. According to , pragmatics is a branch of linguistics that examines the meaning of speech based on the context of its use. In this approach, meaning is not only seen from the structure of the language, but also from the situational factors behind the use of the language. This shows that the use of language in (Yule, 1996) (Tohari, 2022) *live commerce* cannot be separated from the social, cultural, and communication context that the speaker wants to achieve. Furthermore, the theory of speech action is put forward by explaining that every speech is an action ((Austin, 1962) *speech act*). In other words, when a person speaks, he not only conveys information,

but also performs certain actions through his speech. This concept was then developed by those who classified speech actions into several types, one of which is directive speech. Directive speech is speech that aims to influence a speech partner to perform a certain action. (Searle, 1979)

This phenomenon becomes even more complex when it is associated with seasonal moments such as the run-up to Eid al-Fitr. This period is one of the peaks of public consumption in Indonesia, where the demand for various products, especially clothing, food, and household supplies, has increased significantly. Data from shows that household spending increases significantly ahead of the holidays, and can even reach an increase of up to tens of percent compared to normal periods. This condition creates great opportunities for business actors, but also increases the level of competition in the market. In this situation, sellers are required to be able to optimize effective and persuasive communication strategies. The right use of language is key in attracting consumers' attention and driving purchase decisions in a short time. Sellers often use a variety of rhetorical strategies, such as creating a sense of urgency ("limited stock"), providing special offers ("today's discounts only"), and building emotional closeness with consumers. These strategies show that language has a very important role in influencing consumer behavior in the context of (Statistics, 2024) *live commerce*.

This study takes the object of *live commerce* on TikTok because the interactions that occur in live broadcasts rely heavily on the use of language to influence audience decisions. In this context, directive speech acts as a form of speech that sellers use to direct the audience to take certain actions, such as viewing products or *checkouts*. Meanwhile, promotional language strategies are a way to strengthen the persuasiveness of speech through creating an impression of urgency, scarcity, and closeness to the audience. Thus, directive speech is understood as a form of language action, while promotional language strategy is a communicative approach that supports the effectiveness of speech delivery.

This study focuses on the study of TikTok @elzattahijab account because the account actively utilizes the *live commerce feature* as a medium for promoting Muslim fashion products. In addition to having a high intensity of live broadcasts, these accounts also show communicative interactions between hosts and audiences, thus providing relevant speech data to analyze from a pragmatic perspective. The selection of this account was carried out purposively by considering the suitability of the research object, namely the use of

directive speech and promotional language strategies in direct sales activities ahead of Eid al-Fitr. This period was chosen because promotional activities and interaction with consumers tend to increase, allowing for the discovery of a more diverse variety of speech. Studies on the use of directive speech in *live commerce*, especially those associated with promotional language strategies on the TikTok platform ahead of Eid al-Fitr, are still relatively limited. Previous research has generally focused on marketing communication or consumer behavior without examining in depth the pragmatic functions of speech used in direct sales interactions. Therefore, this study was conducted to fill this gap by analyzing the forms of directive speech and the accompanying promotional language strategies in TikTok *live commerce* from a pragmatic perspective.

Sellers often use various forms of directive speech, such as commands ("click cart now"), invitations ("come on, buy before they run out"), requests ("don't forget to follow"), and persuasive suggestions. This variation of form shows that language strategies in *live commerce* are dynamic and adaptive to real-time communication situations. In this case, the researcher is interested in studying further the directive speech act in the promotional language strategy spoken by the host during *live selling* on TikTok. Thus, this research is expected to contribute both theoretically and practically, especially in the development of digital pragmatic studies and the application of effective communication strategies in the world of social media-based marketing. In addition, this study also offers solutions in the form of mapping the forms of directive speech used in *live commerce*, as well as an analysis of effective language strategies in this context. With this mapping, it is hoped that business actors can understand the type of speech that is most effective in influencing consumers, so that it can improve the quality of communication and marketing effectiveness. Based on this description, the formulation of the problem in this study is the form of directive speech used in TikTok *live commerce* ahead of Eid al-Fitr. The promotional language strategy contained in the directive speech is based on a pragmatic perspective.

This research examines pragmatic aspects of directive speech acts in President Joko Widodo's speech on the Coronavirus. Furthermore, by researching the types of directive speech acts and the functions of speech acts in Ustadz Abdul Somad's lecture, the Question-and-Answer Edition of the *musawarah* study with hijrah artists. The next relevance research examined directive speech in the novel *Ordinary People* by Andrea Hirata, categorizing and describing it as commanding,

begging, giving advice, and demanding. Then, researching Directive Speech on TikTok @Vmulia Accounts and Their Relevance as a Handout Preparation. The next relevance research that linguists directive speech is from researching directive speech in horror content on the Sara Wijayanto: Diary of Sara Misteri (DMS) YouTube channel. There is also research on Directive Speech in the Video Upload of the Preacher @Ks TikTok Account Regarding Women's Issues Part 2. Furthermore, the research includes a study of directive speech actions, discussing their forms, strategies, and functions. (Sari, 2020) (Safitri et al., 2020) (Niken Meyra Wijayanti, 2021) (Gina Raehani, Oding Supriadi, 2022) (Herlingga Oktapiantama, M. Firman Al-Fahad, 2023) (Azizi et al., 2024) (Lailiyah & Rahmayantis, 2024)

In addition to various pens, another issue in the context of live e-commerce is directive speech: an effective communication strategy depends not only on the message's content but also on how it is delivered, which involves emotional and interpersonal aspects. The research examines Expressive and Directive Speech Actions on the TikTok Shop, an Online Shopping Site for Skintific Beauty Products. Then researched Speech in the Digital Era: A Cross-Cultural Study on Direction on TikTok Among Indonesian Youth. Research shows that sellers who build closeness with consumers through friendly, persuasive language tend to be more successful at increasing consumer trust and buying interest. In addition, the use of dramatic, strategic promotional rhetoric, such as emphasizing stock limitations or special offers, has been shown to increase urgency and encourage Purchase actions among consumers. The next research is on the use of directive speech in live interactions. In this study, the dominant directive speech fell into the categories of directing and requesting, reflecting the need for digital market interaction for direction from live shopping hosts, which is often accompanied by other driving speeches such as commanding, offering, suggesting, advising, and recommending. (Santi et al., 2025) (Daulay et al., 2025) (Addina et al., 2026)

Based on previous studies, directive speech has been examined across various contexts, including speeches, lectures, novels, YouTube content, and TikTok uploads. Several recent studies have also begun to examine speech actions in the context of digital marketing and *live commerce*. However, most of the research still focuses on identifying the form, function, or category of directive speech without deeply linking it to the promotional language strategies used in direct sales interactions. In addition, studies that specifically examine the relationship between

directive speech and promotional language strategies in TikTok's live commerce activities ahead of Eid al-Fitr remain relatively limited. In contrast to previous research, this study not only identifies the form of directive speech used by the host but also analyzes how promotional language strategies strengthen the persuasive function of the speech. The novelty of this research lies in integrating pragmatic studies, particularly directive speech, with promotional language strategies in the context of TikTok *live commerce* on @elzattahijab accounts ahead of Eid al-Fitr. Thus, this research is expected to make a new contribution to the development of pragmatic studies and digital marketing communication, particularly regarding the use of language as a means of persuasion in live-broadcast-based buying and selling interactions.

Theoretis

In research, relevant theories are needed. In this study, the theories used include (1) the theory of the type of speech acts; (2) the theory of the function of the act of illocution; and (3) Promotional language strategies.

Types of Speech Acts

Locution Speech

Locution speech is a speech act used to express something. This speech act is also often referred to as *The Act of Saying Something*. Speech (1) *Budi learned to write, and (2) Adi played football*. Speech (1) and (2) are expressed by the speaker to inform something in order to do something and influence the opponent. In this case, the act of locution speech is an action that is easy to identify, because in this case, the act of locution speech does not take into account the context in speech (Yule, 1996).

In this case, the act of locution is the act of speech used to inform without doing anything that could affect the speech opponent.

Illusory Speech

The act of illocutionary speech is a speech act that functions to say or inform, and it is also used to do something. This speech act is also often referred to as *the 'Act of Doing Something'*. Speech (3) *Yuni had a thesis hearing yesterday, (4) Agung was sad*. Speech (3) when spoken to students in the XIII semester, it is not only to provide information but also to do something, namely, to encourage the students to work on their thesis immediately. Meanwhile, in speech (4), if spoken with a friend who turns on his television at a high volume, it means he is not just interested in the information but also does something to reduce the volume or

turn it off. The act of illocution speech is a speech act that is difficult to identify, because it must consider who the speaker and the opponent are as well (Yule, 1996).

Referring to the theory of illocutional speech, it can be concluded that illocutional speech is an act of speech that is used to do something in the form of saying or informing.

Types of Illocutional Speech

The classification of illocutional speech acts according to illocution is based on various criteria. Broadly speaking, Searle's categories are as follows: (Searle, 1979)

Assertive (*assertive*)

The assertive classification in this illocution is tied to a propositional truth that is spoken. The speech contains bragging, proposing, stating, complaining, reporting, and expressing *opinions*. This assertive illocution in terms of manners tends to be neutral, reflecting the cooperation put forward. However, there are exceptions, namely, boasting is usually considered disrespectful.

Directives

The directive classification in this illocution aims to produce an effect in the form of the actions of the speaker. The speech contains the speech of *begging, demanding, commanding, ordering, and giving advice*. This directive classification often falls into the competitive category because it includes categories of illocutions that require negative manners.

Komisif (*commissives*)

In this illocution, it is more or less tied to a future action, such as *offering, promising, and proclaiming*. This type of illocution has a fun function. It is less competitive, because this commissive classification does not refer to the interests of the speaker, but, on the contrary, to the interests of the speaker.

Ekspresif (*expressives*)

The function of this illocution is to express or express a psychological attitude of the speaker to the situation implied in the illocution. The speech contains *words of apology, thanksgiving, condemnation, forgiveness, praise, and expressions of condolence*. Expressive illocutions tend to be pleasant; intrinsically, they are polite, except for expressive illocutions such as 'accusing' and 'condemning'.

Deklarasi (*declarations*)

This classification of the declaration will ensure that the proposition's content aligns with reality. These words include *baptizing, dismissing, resigning, punishing, ostracizing/discarding, appointing (employees), giving names, and so on*. Searle mentioned that this act falls into a very special category of speech because it is usually performed by someone within an institutional framework of reference who is authorized to do so.

Perlocution Speech

The act of perlocution speech is the act of speech, with the way it is expressed, intended to influence the opponent. This act of perlocution is also called *The Act of Affecting*. A person's intended speech often influences the listener. However, the effects can be intentional or unintentional. Speech (5) *Yesterday, my mother was sick*, and (6) *Doni was free of tuition fees*. Speech (5) if it is spoken by someone who cannot attend the promised activity, then the illusion is to apologize, and the locution is so that the person who invites or is promised can understand. While speech (6), if a lecturer speaks to his students, then the illusion is to ask other students not to be jealous, and the perlocution is that these students can understand the economic situation of Doni's parents. This act of perlocutionary speech is very difficult to identify because it must involve the context of the speech.

Referring to the theory of perlocutional speech acts, it can be concluded that perlocutionary speech is a speech act used to influence the opponent of speech. This means that a person's speech has an influence or effect on the opponent, whether intentional or unintentional.

Promotional Language Strategy

Bilson Simamora stated that promotions are activities to communicate the advantages of products and persuade consumers to buy them. In addition, promotions can be used to instill and sustain new values within the company by introducing facilities, conveniences, or benefits that consumers receive from the company. Promotion, or in other words, marketing, is a set of activities in which companies and other organizations transfer value (exchange) between them and their customers. This marketing activity is related to brand awareness or brand image (Jannah, 2009); if consumers can easily remember a certain brand, it can reflect a high or low level of consumer awareness of the product. In addition, it must also be encouraged by the introduction of the functions and benefits contained in the product, and the extent to which the community needs the product

According to Fredyy Rangkuti, the value of marketing can be grouped into three, namely:

- a. *Brand/Brand*
- b. *Services/Services*
- c. *Process*

In addition to introducing the brand, product marketing activities require a display: showing the product to the public and providing free product samples as initial proof of concept.

The function of Promotion Strategy, according to Larreche in conveying product characteristics that satisfy the need to drive existing sales ultimately contributes to long-term profit performance, the development of an effective promotion strategy is highly dependent on how well the company performs the early stages in the marketing management process, especially those related to marketing buyer behavior, market segmentation, competitive analysis, target market determination and side determination products. The promotional strategy must clearly contribute to the product offered to consumers and deliver value in the short and long term, in line with the promotion process. (Jannah, 2009)

RESEARCH METHODS

This study uses a descriptive, qualitative method with a pragmatic approach to examine directive speech actions in live commerce on TikTok ahead of Eid al-Fitr. In addition, the methodological approach used in this study is descriptive and qualitative. This approach was chosen because the research focuses on the meaning of speech in its communicative context, not on the quantitative measurement of variables. According to (Moleong, 2018), qualitative research aims to understand phenomena in depth through data descriptions in the form of words, speech, and observed behaviors. This qualitative approach was chosen because the study aims to understand language use in depth in a natural context, rather than to measure variables quantitatively. This approach also allows researchers to interpret the meaning of speech in terms of the communication situation that underlies it. This approach is in line with previous research that emphasizes the importance of communication analysis in the digital environment to understand how speech functions as a persuasion strategy in e-commerce interactions (Sumarlam, 2026).

The research data consist of the host's speech during the live commerce session on the TikTok account @elzattahijab, ahead of Eid al-Fitr 2026. The selection of the account was based on its high volume of live commerce activities and its consistent promotion of Muslim fashion products ahead of Eid al-Fitr, both of which are relevant to

the study's purpose. The research data in the form of 33 speeches were identified as containing directive speech actions and promotional language strategies. Data were obtained from five live commerce sessions observed during March 2026.

The data collection method in this study is observation, as the data were collected by listening to language use. According to the term 'listening,' it is not only related to the use of language verbally but also to the use of written language. This method uses a basic tapping technique. The tapping technique is carried out by observing or tapping the use of language during (Mahsun, 2012) (Prawita et al., 2020) *live commerce* on TikTok. Then, this tapping technique is followed by an advanced recording technique. This recording technique involves capturing data suspected to contain directive speech while it is live on TikTok.

The method used in data analysis is the matching method. The use of this matching method shows that the language being studied already has relationships with things outside the language itself. The type of illocutionary speech in *live e-commerce* on TikTok is determined using the intralingual matching method. The intralingual matching method compares elements within a language. In this study, the method is applied to compare the same language and speech when *the host is live* on TikTok.

In presenting the results of data analysis, an informal method is used. Informal technique is a method for presenting the results of data analysis in plain language, avoiding technical terminology (but not symbols). Therefore, this technique is used to present the results of analysis in ordinary words or sentences, showing the classification of speech acts, the analysis of promotional language strategies, the pragmatic interpretation, and the conclusion drawn. To ensure data validity, this study uses data triangulation, which involves comparing data from multiple sources and contexts. In addition, the researcher also double-checked the transcription and analysis results to avoid misinterpretations. (Mahsun, 2012)

This research focuses on the period leading up to Eid al-Fitr 2026, a time of high transaction intensity in *live e-commerce*. This context was chosen because of the increase in promotional activities as well as the use of more intensive language strategies and initiatives to attract consumers to buy products. In addition, TikTok was chosen because it is one of the most widely used social media platforms for live e-commerce and offers interactive, spontaneous, and culture-influenced communication within a dynamic digital culture.

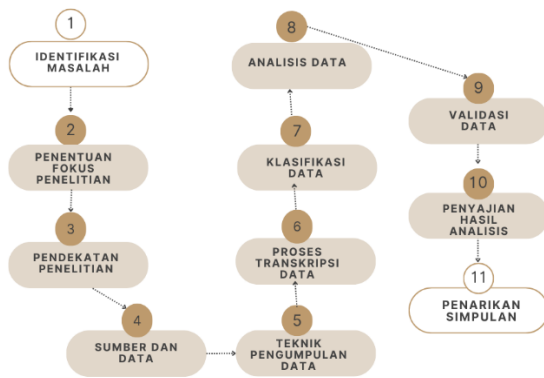


Figure 1. Research Flow

RESULTS AND DISCUSSION

This study analyzes directive speech actions in the *live commerce session* of the TikTok @elzattahijab account, ahead of Eid al-Fitr. Data in the form of the host's speech during the promotion session of hijab products, robes, and other Muslim equipment. This study analyzed 33 directive speeches from five live commerce sessions on the TikTok @elzattahijab accounts during the period leading up to Eid al-Fitr 2026. The data was analyzed to identify the forms of directive speech and promotional language strategies that the hosts used to interact with the audience. The following is a fragment of the results of research on the form of directive speech and promotional strategies in *live commerce* on TikTok.

Forms of Directive Speech in TikTok Live Commerce

Based on the analysis, several directive speech actions were found, namely:

Imperative Directive (Direct Order)

Speech is in the form of explicit commands that direct the audience to act immediately.

- 1) Host: "The yellow basket is under the corner, my dear..."
Context: from the host to the audience that the yellow basket is under the corner.

The speech structurally appears to be a delivery of information about the location of the purchase feature on TikTok live. However, in a pragmatic context, this speech serves a directive function, as the host indirectly urges the audience to open the yellow basket and purchase the product being promoted. The mention of the yellow basket's location is an important strategy in live commerce because the transaction process is quick and depends on the audience's ease of access to the product.

The use of the greeting "dear sister" indicates that the host does not issue orders rigidly

but rather takes a more intimate interpersonal approach. The strategy aims to create a sense of comfort in communication so that the audience does not feel they are being ruled directly. Thus, directive speech in live commerce not only influences the audience's actions but also fosters emotional closeness, enabling persuasion to proceed more effectively.

The findings have similarities with research (which explains that the use of personal greetings and casual language in social media functions to build closer interpersonal relationships so that persuasive messages are easier to accept by the audience. In addition, research shows that digital influencers tend to use familiar, communicative language strategies to make audiences feel emotionally involved in product promotions. (Jauhari et al., 2025) (Azaria et al., 2025)

- 2) Host: "Let us check out right away, brother, before it runs out!"
Context: from the host to the audience to immediately checkout the item before it runs out.

This speech is a form of imperative directive that directly commands the audience to check out immediately. The use of the words "come" and "immediately" indicates pressure to act, so the audience does not delay purchasing the product. From a pragmatic perspective, this speech has strong illusory power because its main purpose is to elicit real actions, such as purchase transactions.

The phrase "before it runs out" demonstrates a scarcity strategy that exerts psychological pressure on the audience. Hosts foster the perception that the product is in stock, encouraging the audience to buy quickly out of fear of missing out. Strategies like this are effective in live commerce because they can trigger impulsive consumption behavior.

This phenomenon aligns with research showing that directive speech is often used to prompt a quick response from the counter-speaker through call-to-action sentences and encouragement of action. In addition, research indicates that the imperative form strongly influences the actions of speech partners due to its firm, direct nature. (Azizah et al., 2025) (Putri et al., 2025)

- 3) Host: "I am only 30 minutes away from it."
Context: Convey to the audience that the live time is only 30 minutes.

Grammatically speaking, the speech is declarative because it only conveys information about the rest of the live time. However, pragmatically, this speech conveys a directive because the host indirectly encourages the audience to make a purchase just before the live session ends.

The mention of broadcast deadlines is part of an urgency strategy commonly used in live commerce. Hosts create the impression that opportunities to acquire products and promos are increasingly limited, encouraging the audience to make decisions quickly. Thus, information about time not only serves as a notification but also as a persuasive tool that builds situational pressure.

These findings align with research showing that communication in live broadcasts is influenced by real-time factors, enabling the speaker's speech to produce a stronger pragmatic effect. In addition, the research explains that the illocutionary force of a speech is not determined solely by its form, but also by the context and purpose of the communication that underlies it. (Waskito et al., 2024) (Anitasari et al., 2024)

- 4) *Host: "It is only a matter of time, so if you want to check it out, go ahead and check it out."*
Context: information from the host for the audience to check out immediately.

The speech combines imperative forms and product scarcity strategies. The host emphasized that the number of products available is already very limited, so the audience is advised to make a purchase immediately before the stock runs out.

In a pragmatic context, the speech not only serves as an invitation to buy but also creates emotional pressure on the audience. Products that are left with a little tend to be considered more valuable, leading the audience to feel they must make a purchase decision immediately to avoid losing to other consumers.

This strategy shows that live commerce leverages the fear of missing out to accelerate consumption behavior. Audiences buy not only out of necessity, but also because of the psychological drive built through promotional language.

The findings are in line with Van Dijk's research, which explains that directive speech can be reinforced in certain contexts to elicit a faster response from the counter-speech. In addition, the research shows that persuasion strategies often exploit specific situations to influence audience decisions. (Hasanah et al., 2025) (Hikmah et al., 2026)

- 5) *Host: "Can be purchased now!"*
Context: host to the audience to buy right away.

The speech is a short, direct imperative directive. The host expressly directs the audience to buy the product being promoted in the TikTok live immediately. The use of simple sentences shows the character of live commerce communication that takes place quickly and interactively. Hosts should use easy-to-understand speech so that the audience can immediately grasp the intent of the communication without losing focus on the product being displayed.

The word "now" becomes an important marker because it indicates that the purchase action is expected to be made at that very moment. This shows that live commerce strongly emphasizes the formation of spontaneous and non-delayed consumption decisions. This phenomenon is relevant to research by explaining that short forms of directive are more effectively used in audiovisual communication because they are easier to understand and have a strong influence on the audience. (Dziza Firdiani Putri, Nasik Hidayah, Qurrota Ayu Neina, Desi Karolina, Saragih, 2023)

- 6) *Host "If you want to go to the check-in now!"*
Context: The host conveys to the audience to check out right now.

The speech shows the use of informal language as a digital communication strategy. The word "gasken" is used by hosts to create an atmosphere of interaction that is relaxed and in accordance with the character of TikTok users who are dominated by the younger generation. Pragmatically, the use of slang serves to refine the form of commands so that the audience does not feel compelled to buy the product. The host creates the impression that the checkout process is a relaxed and fun activity, not just a formal buying and selling transaction.

However, behind the use of casual language, this speech still has a strong directive function because it aims to encourage the audience to make a purchase immediately. This shows that informal language in live commerce not only serves as a communication style, but also as a persuasion strategy to build emotional closeness with the audience. The findings are in line with research conducted by oleg which explains that the use of casual language in digital media can increase audience engagement in communication. In addition, the study also states that informal language styles are more effective in building

interpersonal relationships in audiovisual media. (Dewi et al., 2024) (Widyawati et al., 2020)

- 7) *Host* : "The size stays in XL and XXL, honey..."
Context: conveyed from the host to the audience that the desired clothes are only XL and XXL sizes.

The speech literally only conveys information about the size of the product that is still available. Pragmatically, however, the host is actually building an urge for the audience to buy right away before the whole measure runs out. Information about size limitations is used as a psychological strategy to create a sense of urgency. Products with fewer and fewer stocks tend to be considered to have a higher value so that the audience is encouraged to check out immediately.

In addition, the use of the greeting "dear" shows the existence of a politeness strategy in the delivery of directive speech. The host wraps up the buying pressure with soft, familiar language so that the audience stays comfortable during the interaction. The findings are related to research conducted by also showing that the use of soft persuasive language is more effective in influencing audience actions. (Dewantara et al., 2026)

These speeches show the most explicit form of directive according to John Searle's classification, which is a direct attempt to influence the actions of speech partners. In the context of live commerce, this form is effective because it creates *time pressure*.

Interrogative Directive (Persuasive Inquiry)

Speech is in the form of questions, but it has a directing function.

- 1) *Host* "What color do you want?"
Context: The host asks the audience what color they want to show on the live.

The speech is grammatically in the form of a question because the host asks the audience about the choice of color. However, in a pragmatic context, the question is not only aimed at obtaining answers, but also directs the audience to be involved in the process of selecting the product that is being promoted. Through these questions, the host creates the impression that the audience has a role in the running of live commerce. The audience is made to feel directly involved so that the interaction relationship becomes more personal. However, the engagement is ultimately still directed towards the commercial goal, which is to

increase the audience's interest in the product being displayed.

This strategy shows that interrogative speech in live commerce not only serves to keep communication interactive, but also builds an emotional attachment between the host and the audience. When the audience feels that their opinions are being cared for, the likelihood of making a purchase becomes greater. This finding is related to research by which explains that communication in live broadcasts tends to be interactive and spontaneous so that speakers use questions to maintain audience engagement during broadcasts. In addition, the research conducted also shows that questions in digital media are used to create a closer interpersonal relationship with the audience. (Waskito et al., 2024) (Dewi et al., 2024)

- 2) *Host* : "Have you checked out yet? Before it runs out..."
Context: The host directs the audience through the question of whether or not they have checked out.

The speech is in the form of a question, but pragmatically it has a strong directive function because the host is actually encouraging the audience to check out immediately. The question "have you checked out yet?" is not just asking for information, but rather a form of subtle pressure so that the audience immediately buys the product before it runs out of stock. The phrase "before it runs out" shows the existence of an urgency strategy or scarcity that the host deliberately builds to raise the fear of missing out on the opportunity to buy the product. In live commerce, this strategy is effective because audiences tend to make decisions quickly when they feel that the product is limited in stock. The speech shows that the interrogative form can have the same persuasive power as direct command. The difference lies in the more subtle way of delivery so that the audience does not feel compelled to buy the product.

These findings are in line with research by By Dan explaining that digital promotion often uses persuasive questions to influence audience decisions indirectly. In addition, other research conducted also states that persuasion strategies in communication are often conveyed through questions so that the opponent feels free to make decisions. The research also explains that the form of questions in audiovisual media is often used not to obtain literal answers, but to build a psychological influence on the audience. In the context of live commerce, the influence is directed at the formation of fast and spontaneous

consumptive behavior. (Azaria et al., 2025) (Hikmah et al., 2026) (Widyawati et al., 2020)

- 3) *Host* : "How much do you want to be in the storefront, love?"

Context: The host directs the audience through a question so that they can spill or show what items are in the storefront.

The speech is literally a question about the choice of product storefront that you want to display next. However, pragmatically, the host is directing the audience to continue to engage in the live shopping process so that the audience's attention remains focused on the product being promoted. These questions create the illusion of participation, where the audience feels they have control over the course of the live because they can determine which products the host will show. However, in reality, the strategy still aims to maintain the audience's interest in the products sold. The use of the greeting "sayang cinta" shows the existence of a strategy of politeness and social closeness in live commerce communication. The host builds a warm communication atmosphere so that the audience feels comfortable and at home following the live for a long time. The longer the audience stays live, the more likely it is that a purchase transaction will occur.

This finding aligns with research showing that using personal greetings on social media strengthens the emotional bond between the speaker and the audience. In addition, the study explains that speakers in audiovisual media often use interpersonal language to maintain audience attention. Research conducted by Juga shows that the form of questions in digital media can create two-way communication, making the audience feel closer to the speaker. In TikTok live commerce, hosts use this strategy to sustain interaction while increasing product purchase opportunities. (Jauhari et al., 2025) (Fauziyyah et al., 2026) (Faroh et al., 2020)

Thus, the act of interrogative directive speech in TikTok's live commerce shows that questions not only function as a communication tool but also as a pragmatic strategy to build indirect engagement, emotional closeness, and consumption encouragement. Pragmatically, these speeches are indirect speech acts. Questions help refine commands so they do not feel forced.

Declarative Directive (Persuasive Statement)

Speech is in the form of a statement, but it contains an impulse to action. Declarative directives in TikTok's live commerce appear as statements but, pragmatically, encourage the

audience to make a purchase. The host chooses the declarative form because it is considered more subtle than direct commands. In a pragmatic perspective, declarative forms like this work through implications. The host conveys certain information that indirectly shapes perceptions and influences the audience's decisions. This strategy shows that language in live commerce not only conveys product information but also offers consumption suggestions to the audience.

- 1) *Host* "A very good seller, and a great seller..."

Context: The host's submission that the sarimbit model is the best seller for Eid.

The speech was an informative statement about Sarimbit products, referred to as "best sellers" ahead of Eid. However, pragmatically, the host is building the perception that the product is highly popular, so it is worth buying right away. The use of the term "best seller" is a promotional strategy to build audience trust in the product's quality and appeal. Products that are considered to sell well tend to be perceived better than other products. Thus, the audience is encouraged to buy products because they do not want to be left behind in the consumption trend leading up to Eid al-Fitr.

In addition, the mention of the context of "make Eid" indicates the existence of seasonal strategies in live commerce. The host took advantage of the momentum of Eid al-Fitr, a social and cultural occasion closely related to people's consumption needs, especially Muslim clothing and family sarimbit.

The findings relate to research that explains that religious context can amplify the influence of speech on audiences. In addition, research also shows that religious and cultural elements can build emotional closeness to society. Meanwhile, research explains that mentioning popular products is a strategy to shape the audience's perception of product quality. In TikTok's live commerce, the strategy is used to increase audience confidence in the promoted product. (Hariyanti et al., 2026) (Safitri et al., 2020) (Wulaningsih et al., 2024)

- 2) *Host: "The price is very low..."*

Context: The host persuades the audience to buy immediately because the price is amazing.

The speech literally conveys that the product is cheap or has a big discount. However, pragmatically, the host is encouraging the audience to buy the product immediately while the price is

still low. The use of the term "mumpung" indicates a limited-time impulse. Hosts build the perception that the opportunity to get a low price will not last long, so the audience needs to make a purchase decision right away.

In addition, the use of the word "ambyar" in informal language aligns with the character of TikTok users. Relaxed language makes communication feel closer and less formal, so persuasion feels more natural. These findings are relevant to research, as they show that digital promotional language often uses popular, casual phrases to capture audiences' attention and increase product interest. In addition, other research has shown that the use of informal language in audiovisual media can build interpersonal closeness and make the audience feel more comfortable receiving communication messages. On the other hand, the discount strategy in speech aligns with research arguing that the provision of economic benefits is an effective form of persuasion in influencing the opponent's decision. (Azaria et al., 2025) (Widyawati et al., 2020) (Hikmah et al., 2026)

- 3) *Host: "The price in the store is not as cheap as in the online yes beb, dii Store the original price..."*
Context: The host explains to the audience that online shopping is cheaper than offline shopping.

The speech uses a declarative form to compare product prices between offline and online stores. Pragmatically, the host is building the case that buying products through TikTok live is a more profitable option than buying in-store. Price-comparison strategies shape the audience's perception of value. Hosts foster the belief that buying through live commerce offers greater economic benefits through discounts and special promos.

In addition, the use of the greeting "beb" shows a strategy of politeness and social closeness so that persuasive speech does not feel too formal or forceful. The findings relate to research showing that using familiar language on social media helps maintain the comfort of communication, enabling the audience to receive persuasive messages more easily. Meanwhile, another study found that audiovisual media tend to use simple, communicative language to make the message easier for the audience to understand. In addition, the study explains that representative speech can build confidence and shape the audience's perceptions. In the context of (Jauhari et al., 2025), (Damayanti et al., 2022), (Salma Lailika, 2020), live

commerce hosts use the strategy to convince their audience that online shopping is more profitable than offline shopping.

- 4) *Host: "What is still there must be ready today."*

Context: The host mentioned that the remaining items were ready in Antar today.

The speech conveys only information about same-day product delivery. However, pragmatically, the host is encouraging the audience to buy the product immediately so that it can be processed immediately. The "ready today" strategy shows that delivery speed is an added value in *live commerce* promotions. The audience is directed to understand that purchases made during *live events* provide advantages, such as faster service.

This phenomenon is related to research showing that declarative speech can have a directive function when used to influence the opponent's actions. In addition, the research shows that speech in digital media often uses certain information to elicit a psychological response in the audience. In live commerce, information about fast shipping creates a spontaneous buying impulse. (Putri et al., 2025) (Oktaviani et al., 2024)

- 5) *Host: "If it has gone, we do not have any more rest, huh..."*
Context: The host mentioned that the finished goods could no longer be repaired.

This speech is in the declarative form and uses a product scarcity strategy. The host said that the finished product will not be available again, so the audience feels the need to buy immediately before losing the opportunity. In a pragmatic context, this speech creates psychological pressure through the fear of missing out (FOMO). Strategies like this are commonly used in live commerce to speed up audience consumption decisions.

The findings are relevant to research by showing that persuasive speech can be strengthened under certain conditions, thereby encouraging the opponent to take action quickly. In addition, other research has shown that directive speech is not always expressed as direct commands but can also be conveyed through statements that implicitly direct the opponent's actions. (Azizah et al., 2025) (Herlingga Oktapiantama, 2021)

- 6) *Host: "The size is only 2 babs in the 3 storefronts."*
Context: The host explained that the items in storefront 3 are available in only 2 sizes.

The speech literally conveys information about the number of product sizes that are still available. However, pragmatically, the host is building urgency for the audience to buy immediately before the stock runs out. Information about size limitations is a strategy to create a perception of product scarcity. Audiences who feel a certain size is running out tend to make purchase decisions more quickly, out of fear of not getting the desired product. The use of the greeting "beb" also shows that the host maintains a relaxed, familiar atmosphere despite building buying pressure on the audience.

These findings are related to research that also explains that the use of soft, persuasive language is more effective in influencing audience actions than overly harsh forms of command. (Dewantara et al., 2026)

Thus, declarative speech in TikTok live commerce shows that informative statements serve a strong pragmatic function, indirectly shaping audience perceptions, emotions, and consumption decisions. These speeches make use of pragmatic implications. While not directly commanding, the audience understands that they are encouraged to buy right away.

Promotional Language Strategies in Live Commerce

Directive speech is closely related to promotional language because both aim to influence the audience's actions. In the context of *live commerce*, hosts leverage directive speech, such as calls, suggestions, and commands, to encourage the audience to take specific actions, such as viewing products or checking out. To be more persuasive, the speech uses various promotional language strategies, such as urgency, scarcity, and social closeness. Thus, directive speech acts serve as a means of conveying promotional messages, while promotional language strategies strengthen the influence of speech on the audience.

Urgency Strategy (Scarcity)

The urgency strategy, or scarcity, is a language strategy that emphasizes limited time, stock, and opportunity to buy products. In TikTok live commerce, this strategy creates psychological pressure to prompt the audience to make a purchase immediately, without delaying the decision.

- 1) *Host: "This is really limited stock, let us check out now!"*
Context: from the host to the audience to check out immediately, as the stock is low.

The speech combines product scarcity strategies with directive actions in the form of invitations. The phrase "limited stock" is used by hosts to create the impression that the products being sold are in limited supply, encouraging the audience to check out immediately before they run out. Pragmatically, this strategy leverages the fear of *missing out* (FOMO). Audiences who feel product stock is limited tend to make purchase decisions more quickly because they are worried about not getting the product they want.

This phenomenon is relevant to research on how directive speech can be strengthened under certain conditions, thereby encouraging the speech opponent to take action quickly. In addition, other research also found that situational pressure in speech can increase the influence on speech partners. (Azizah et al., 2025) (Herlingga Oktapiantama, 2021)

- 2) *Host: "Fight with the others, just an hour is over..."*
Context: from the host to the audience, explaining so that you do not miss out on buying the product later.

The speech shows the strategy of social competition in live commerce. The host creates the impression that many people are contesting the product, so the audience feels they have to buy right away before others do. The phrase "an hour is over" shows how the host creates intense time pressure. This strategy not only builds a sense of urgency but also creates a competitive atmosphere among the audience. From a pragmatic perspective, the speech implies that audiences who are slow to decide will miss the opportunity to buy the product. Thus, hosts leverage social and psychological pressures to accelerate consumption behavior.

This finding relates to research that explains that persuasion strategies in communication often take advantage of certain situations to encourage the opposite speaker to make decisions. In addition, another study found that digital promotional language often creates a perception of product exclusivity, leading the audience to feel the product is of high value. (Hikmah et al., 2026) (Wulaningsih et al., 2024)

- 3) *Host: "Just a little bit more, let us check it out!"*
Context: from host to audience

The speech combines stock information with a call to buy. The host said that there was only a little product left, so the audience was directed to check out immediately. This strategy shows that

information about stock limitations is not just a notification but a persuasion tool to shape the audience's consumptive behavior. Products that are almost sold out tend to be perceived as more valuable and more in demand by many people.

This phenomenon aligns with research showing that directive speech actions can be strengthened in certain contexts to elicit a quick response from the speech opponent. In addition, the research conducted also explains that persuasive language in audiovisual media is often used to direct audience actions through situational pressures effectively (Putri et al., 2025) (Hasanah et al., 2025)

- 4) *Host: "If you want to, let us check it out!"*
Context: from the host to the audience to check out immediately if the product is desired.

The speech shows the use of slang as a digital persuasion strategy. The word "gasken" creates a relaxed atmosphere for communication and aligns with the character of TikTok users, who are predominantly younger. While it sounds relaxed, it still has a strong directive function because the host clearly directs the audience to check out immediately. Using informal language makes the call to buy feel more natural and less forceful.

This phenomenon is related to research showing that the use of relaxed language in audiovisual media can foster emotional closeness with the audience. In addition, other research showed that informal language in digital media can increase audience engagement because communication feels more familiar and conversational. (Widyawati et al., 2020) (Dewi et al., 2024)

- 5) *Host: "I am only 11 minutes away from you, my dear."*
Context: from the host to the audience, reminding them that Stuart T was almost finished.

The speech conveys information only about the rest of the lifetime. However, pragmatically, the host is building time pressure to get the audience to buy the product immediately before the broadcast ends. The time limit strategy is one of the hallmarks of live commerce because promos, discounts, and the opportunity to see products are only available during the live. Thus, the audience feels they must make a purchase decision immediately before the opportunity is lost.

These findings are relevant to research that explains that live broadcast communication is

influenced by real-time factors, so that the speaker's speech can create a more powerful pragmatic effect than in ordinary communication. In addition, other research was conducted by also explaining that the meaning of the illocution of a speech is greatly influenced by the context and purpose of communication. (Waskito et al., 2024) (Anitasari et al., 2024)

- 6) *Host : "If it has gone, we do not have a restock..."*
Context: from the host to the audience, saying that if the product is out of stock, it is out of stock

The speech employs a product scarcity strategy that aims to build fear of missing out on the opportunity to buy goods. The host confirms that the sold-out product will not be available again, so the audience feels they have to check out immediately. In a pragmatic context, this speech has a strong persuasive function because it forms psychological pressure on the audience. Products that are said not to be restocked are often considered more exclusive and of higher value.

This phenomenon is related to research by which it is explained that the pragmatic meaning of speech is often understood through social contexts and communication situations. In addition, other research has shown that subtle persuasive language is more effective at influencing audience actions than harsh, direct commands. (Niken Meyra Wijayanti, 2021) (Dewantara et al., 2026)

This strategy reinforces directive power by creating time pressure. In John Searle's perspective, this speech remains directive, but is reinforced by the urgent situational context. Pragmatically, this triggers a quick response because the audience feels they have limited time to act.

Social Proximity Strategy

- 1) *Host : "Etalase 14 boleh Dear Sister..."*
Context: from host to audience greeting using the greeting 'Dear Sister'.

The speech shows a social closeness strategy through the use of the personal greeting "dear brother". The greeting not only serves as a call to the audience but also as an interpersonal approach, making the communication feel more intimate and warm. In the context of live commerce, this kind of greeting can create a more relaxed atmosphere, making the audience feel personally treated by the host. Pragmatically, the strategy of social closeness is used to refine the directive power in speech. The orders or directions delivered by the host do not

feel forced because they are wrapped in greetings that show attention and familiarity. Thus, it is easier for the audience to accept invitations or directions given during the live.

This phenomenon aligns with Yang's research, which explains that using familiar greetings on social media helps maintain politeness while building interpersonal relationships with the audience. In addition, another study found that communication on live TikTok tends to use personal language to create emotional closeness with the audience. (Jauhari et al., 2025) (Waskito et al., 2024)

- 2) Host: "That is right." **Baby, Love** well..."
Context: from host to audience, greeting using the words 'Baby' and 'love'.

The speech shows the use of the greetings "dear" and "love" as a form of social closeness strategy. These words create a warm emotional tone, making the interaction between the host and the audience feel more intimate and friendly. In live commerce, this strategy is important for building audience comfort during live broadcasts. Pragmatically, the use of emotional greetings mitigates the directive nature of speech. The direction or solicitation to buy delivered by the host becomes more subtle because it is packaged in language that shows care and hospitality. This makes the audience feel valued as part of the community, not just the target consumer.

These findings relate to research that explains that digital communication using casual, personal language can build emotional attachment with the audience. In addition, other research has shown that expressive elements in speech can strengthen the acceptance of the message conveyed. (Widyawati et al., 2020) (Zafiera et al., 2024)

- 3) Host: "It is very nice, Squirt. "It can be worn with a skirt or pants."
Context: from host to audience greeting using greeting Squirt.

The speech shows a social closeness strategy through the use of the greeting "beb". This greeting is an informal form of language popular on social media and is often used to create a relaxed atmosphere for communication. In the context of TikTok live, the use of the word "beb" makes the relationship between the host and the audience feel closer, like that of friends. In addition to using familiar greetings, the host also praised the product with the phrase "very saucy". The compliment helps build a positive perception of the product and

increases the audience's interest in buying. Thus, the social proximity strategy not only strengthens interpersonal relationships but also enhances the persuasive function in product promotion.

This phenomenon is relevant to research because digital influencers often use informal, expressive language to foster closer communication with audiences. In addition, other research has shown that the use of expressive elements in audiovisual communication can increase audience engagement. (Azaria et al., 2025) (Febiola et al., 2024)

- 4) Host: "I hold it in a mini dress sample, yes, **the Prophet Muhammad...**"
Context: from host to audience greeting using the greeting of the Prophet, Muhammad.

The speech shows a strategy of social closeness through the use of the greeting "say". The greeting is an informal abbreviation of the word "dear," commonly used in social media communication. The use of short, relaxed language reflects an adjustment in communication style, aligning with the character of TikTok users, who tend to be informal and communicative. Pragmatically, using these greetings makes the host's direction feel softer and less authoritative. The audience feels like they are talking to their peers, making the live interaction more comfortable and engaging. In the context of live commerce, the convenience of communication is very important because it can affect the audience's trust and buying interest.

These findings align with research showing that using relaxed language on social media can build emotional closeness with the audience. In addition, other research showed that interpersonal strategies in audiovisual communication help retain audience attention. (Dewi et al., 2024) (Fauziyyah et al., 2026)

- 5) Host: "Okay, sister, it is still in the storefront I pinned..."
Context: from host to audience greeting using the greeting Sister.

The speech shows a strategy of social closeness through the use of the greeting "brother". In Indonesian digital communication culture, the greeting "brother" is often used to convey a polite, familiar impression of the recipient. The host uses this greeting to make the audience feel personally appreciated and cared for. In addition to building closeness, the speech also serves a directive function, directing the audience to view the products embedded in the storefront. However,

using the greeting "brother" makes the direction feel more friendly and less forceful.

This phenomenon is relevant to research that explains how the use of personal greetings on social media can maintain a harmonious relationship between speakers and audiences. In addition, other research shows that personalized digital communication can create the impression of a closer, more communicative two-way interaction. (Jauhari et al., 2025) (Faroh et al., 2020).

The use of personal greetings mitigates the directive's power. This strategy creates a close interpersonal relationship, making the directive feel more friendly and less authoritative.

Seasonal Strategy (Eid)

- 1) *Host: "The more you want to celebrate Eid, the thinner you will be..."*

Context: from the host to the audience that there will be fewer goods as Eid approaches.

The speech uses seasonal strategies that capitalize on the momentum of Eid al-Fitr to increase audience buying interest. The host said that product stocks are decreasing ahead of Eid due to the high number of enthusiasts. Pragmatically, this speech not only provides information on the availability of goods but also conveys a persuasive message that encourages the audience to purchase immediately before the product runs out. The use of the phrase "getting thinner" suggests an effort to build a perception of goods scarcity associated with people's needs ahead of the holiday. In the context of live commerce, this strategy is effective because Eid al-Fitr is a consumption moment synonymous with the purchase of new clothes, worship equipment, and other family needs. Therefore, the host leverages the social and cultural context to enhance the appeal of the promoted product.

In addition, the use of the greeting "beb" shows that seasonal strategies are also combined with social proximity strategies. Relaxed language makes promotions feel more familiar so that the audience does not feel forced to buy the product. Thus, the speech demonstrates a combination of emotional and persuasive strategies in TikTok live communication. This phenomenon is relevant to research that explains how digital promotional language often capitalizes on momentum to increase product appeal. In addition, another study found that communication in live streaming is influenced by situational context and time, making speech more persuasive. (Azaria et al., 2025) (Waskito et al., 2024)

- 2) *Host: "If you do not have a good night's sleep, you do not have to worry about it..."*

Context: The host to the audience mentioned that the stock of sarimbit is ahead of Eid.

The speech demonstrates a seasonal strategy by associating Sarimbit products with the tradition of Eid al-Fitr. In Indonesian culture, sarimbit clothing is often used as a symbol of family cohesiveness during Eid celebrations. Hosts leverage these social habits to increase the symbolic value of the products being sold. Pragmatically, the phrase "no restock" implies that the audience needs to buy the product immediately before the opportunity is lost. This speech is not just information on stock goods, but a form of persuasion that causes concern in the audience if they do not check it out immediately. This strategy shows that the host not only sells products physically but also conveys emotional meanings associated with the Eid celebration.

In addition, the phrase "Eid al-Fitr" suggests that the time leading up to the holiday is used to exert situational pressure to speed up purchase decisions. The audience tends to feel that the need for Eid clothing must be met immediately before the holiday arrives. Thus, seasonal strategies build urgency and emotional closeness to the product. These findings align with research suggesting that religious context can amplify the influence of speech on audiences. In addition, other research showed that cultural and religious elements in communication can increase listeners' emotional engagement. (Hariyanti et al., 2026) (Safitri et al., 2020)

- 3) *Host: "Very suitable for a wide range of beer..."*

Context: from the host to the audience, the product is very suitable for use during Eid/Eid.

The speech shows a seasonal promotion strategy by placing products as part of the needs of Eid al-Fitr. The host does not directly command the audience to buy, but instead offers a positive assessment of the product's suitability for use during Eid. From a pragmatic perspective, the speech uses indirect directives, implicitly encouraging the audience to be interested in buying the product. The phrase "very suitable for Eid" evokes an association between products that convey a holiday atmosphere, synonymous with a new appearance and togetherness. This strategy makes the product appear relevant to the community's social needs at a given moment. The audience does not see products as ordinary goods, but as part of preparations for Eid al-Fitr.

In addition, the use of the word "beb" indicates that the host maintains a relaxed, familiar communication style throughout the promotion. Informal language helps create a more comfortable interaction atmosphere, making persuasive messages easier for the audience to accept. This phenomenon is relevant to research that explains that the use of casual language on social media can create closer communication with the audience. In addition, other research has shown that expressive elements in speech can increase audience attention and engagement with the message. (Jauhari et al., 2025) (Febiola et al., 2024)

- 4) *Host: "A lot of people are going to have a hard time getting a couple of friends in the middle of the night..."*

Context: The host told the audience that the cocoa clothes shown were suitable for couples during Eid.

The speech demonstrates seasonal strategies by leveraging the trend of wearing couples' or family clothes during Eid al-Fitr. The host associated the cocoa shirt products with the tradition of wearing family uniforms during Eid celebrations. In this context, the product is promoted not only as clothing but also as a symbol of family togetherness. Pragmatically, the speech has a persuasive function because it builds the audience's imagination of a harmonious atmosphere when using couples' clothes during the holidays. This strategy makes it easier for the audience to connect emotionally with the product offered. Thus, promotion no longer focuses only on the quality of the goods, but also on the social and emotional value inherent in the product.

In addition, the use of the phrase "pas buat couple-an" shows that the host understands people's consumption trends ahead of Eid. The audience is directed to see the product as part of the family's social needs, not just individual needs. This shows that seasonal strategies in *live commerce* utilize community culture to strengthen persuasion. These findings relate to research that explains that audiovisual communication often uses an emotional approach to make the message more easily received by the audience. In addition, other research showed that persuasion strategies in communication can be built through adjustments to the social context and the opponent's needs. (Fauziyyah et al., 2026) (Hikmah et al., 2026)

Overall, the seasonal strategy in TikTok's live commerce shows that the context of Eid al-Fitr is used not only as a backdrop for promotional time but also as a tool to build emotional closeness, create relevance to consumption needs, and

strengthen persuasive influence over audiences. The above speeches arose because of the seasonal strategy, namely, during Eid or Eid al-Fitr. The context of Eid al-Fitr is used to build emotional relevance and consumption needs.

Profit-Based Strategy

- 1) *Host "At the end of the day, it is a little bit different than the price of the online store."*

Context: The host mentioned that the price in the store is higher than buying online because it can be discounted.

The speech shows a promotion strategy based on economic benefits by comparing purchase prices at physical stores and online platforms. The host emphasized that buying through TikTok Live is cheaper than buying in-store. This strategy not only conveys pricing information but also builds the perception that the audience will benefit more from making a transaction during the live event.

Pragmatically, such speech includes indirect directives because the host does not explicitly command the audience to buy the product but instead directs them through the offer of financial benefits. The use of the phrase "it is different if you checkout online" is a form of persuasion that takes advantage of the audience's economic considerations. In the context of *live commerce*, this strategy is effective because digital consumers' purchasing decisions are often influenced by discounts, promos, and exclusive discounts during live broadcasts.

In addition, the speech shows the existence of a framing strategy in marketing communication. The same product is considered more valuable when purchased online than offline. Thus, the host not only sells products but also situational benefits that the audience receives when they check out immediately. This strategy can build a psychological drive to see buying live as a more economical and profitable decision.

This phenomenon aligns with research indicating that digital promotional communication tends to highlight practical and economic advantages to influence audience decisions. Other research has also shown that persuasion in negotiations is often achieved through the offer of benefits, encouraging the opposing speaker to agree to the expected action. In addition, the research is further relevant because comparing prices and product profits is one of the main strategies for building consumer confidence in a digital product. (Azaria et al., 2025) (Hikmah et al., 2026) (Wulaningsih et al., 2024)

- 2) *Host: "The price is so good!"*
Context: the host explains that the price of the item being shown in the live is ambyar or cheap

The speech shows a profit-based strategy through an emphasis on low prices or big discounts. The word "ambyar" in this context is a popular term for a very low price, below the normal price. The use of these informal terms makes communication feel closer to the TikTok audience's language style, which tends to be relaxed and expressive.

Pragmatically, this speech has directive implications because the host does not directly tell the audience to buy the product, but rather pushes the offer through the promise of scarce economic benefits. The audience is directed to understand that the discount period is temporary and must be used as soon as possible. Thus, the persuasiveness of speech does not arise from the element of command, but from the fear of losing the opportunity to get a low price.

From a digital marketing communication perspective, this strategy demonstrates how promotional language shapes perceptions of value. Products that may have previously been considered ordinary have become more attractive because they are associated with large discounts. In live commerce, profit-based strategies are often combined with an element of urgency to encourage the audience to make spontaneous decisions without overthinking.

This phenomenon is relevant to research by showing that directive speech actions in digital media can be conveyed subtly through motivation or psychological encouragement rather than through direct commands alone. Other research conducted by also showed that the success of persuasive speech is influenced by the speaker's ability to build the audience's emotional response to the message conveyed. In addition, the next relevant study explains that the use of popular, communicative language in digital media can increase audience engagement with speech content. (Azizah et al., 2025) (Anitasari et al., 2024) (Widyawati et al., 2020)

Directive speech is wrapped in economic benefits. The focus is not on the command, but on the benefits to the audience. This shifts the perception from "being told to buy" to "profitable opportunity".

CONCLUSIONS AND SUGGESTIONS

Based on the research results, directive speech in the live commerce of the TikTok account @elzattahijab occurred in three main forms: imperative, interrogative, and declarative

directives. These three forms are used by hosts to direct the audience's attention to the product being promoted while encouraging interaction during the broadcast. Pragmatic analysis shows that directive functions are not always realized through direct commands. Several speeches, in the form of questions and statements, also have a directive illocution because they intend to influence the audience's actions. These findings show that communication context, promotional goals, and the relationship between hosts and audiences strongly influence the meaning of speech in live commerce.

In addition, directive speech in live commerce is combined with various promotional language strategies, such as urgency, product scarcity, and social proximity. These strategies are used to build audience engagement, maintain attention during the broadcast, and strengthen the persuasive impact of the host's speech. Thus, this study shows that the use of directive speech in live commerce not only functions as a means of delivering product information but also as a persuasive communication strategy that supports the digital promotion process on the TikTok platform.

Suggestions

This research is expected to serve as a practical reference for live commerce actors, especially TikTok hosts and content creators, to pay closer attention to the use of persuasive, communicative language strategies while still prioritizing politeness in influencing the audience. Theoretically, this research can enrich pragmatic studies, especially of directive speech actions in digital communication and live commerce, which continue to develop on social media. Further research is suggested to develop studies using different objects, platforms, or approaches, for example, examining audience responses to hosts' speech actions, comparing language strategies between digital platforms, or examining the influence of speech on people's consumptive behavior in more depth to gain a broader understanding of the dynamics of communication in digital trade.

Acknowledgments

The author expresses gratitude to all parties who have supported this research. In particular, the author would like to express his gratitude to the supervisors who have guided patiently, provided direction, and constructive input. Thank you also to parents, family, especially husbands, friends, and colleagues who provide encouragement and moral support to the author.

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